

ABSTRACT OF THE DISCLOSURE

5 A game system which is operable to update  
advertisements that are displayed when a game program is  
executed. The system stores a game program in a memory, receives  
(i.e., downloads), at predetermined times of operation, for  
example, on each new day the game program is executed or each  
time the game program is executed, updated advertising data that  
relates to at least one advertisement, stores the received  
advertising data in the memory, executes the game program stored  
10 in the memory, and outputs during the execution of the game  
program display data which corresponds to the stored  
advertisement data in accordance with the game program code.  
Further, instead of downloading new advertisements, plural  
advertisements may be prestored with the game program and only  
15 advertisement selection codes are downloaded to update the  
advertisements that are displayed when the game program is  
executed.